| M/O DAY | ① | ② | ③ | ④ | ⑤ | ⑥ |
|---|---|---|---|---|---|---|
| DATE | 4/1 | 4/3 | 4/7 | 4/9 | 4/11 | 4/14 |
| ADVERTISEMENT | 10 mg BENSON & HEDGES CLASSIC LIGHTS | 10 mg CLASSIC LIGHTS BY BENSON & HEDGES | 10 mg BENSON & HEDGES CLASSIC LIGHTS | 12 mg | 10 mg | 12 mg CLASSIC LIGHTS BY BENSON & HEDGES |
| CIGARETTE | 10 mg 8528 | 10 mg 8528 | 10 mg 8527 | 12 mg 8529 | 10 mg 8527 | 12 mg 8529 |

| SAMPLE DESCRIPTION | G# | M/O AMOUNT | G# | M/O AMT | G# | M/O AMT | G# | M/O AMT | G# | M/O AMT | G# | M/O AMT |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B&H 100mm SMOKERS | 31 | 400 100 | 32 | 100 | 11 | 100 | 12 | 100 | 21 | 100 | 22 | 100 |
| B&H 100mm LIGHTS | 33 | 452 100 | 34 | 100 | 13 | 100 | 14 | 100 | 23 | 100 | 24 | 100 |
| B&H 100mm ULTRA LIGHTS | 35 | 475 75 | 36 | 75 | 15 | 75 | 16 | 75 | 25 | 75 | 26 | 75 |
| CROSS SECTION 100mm | 37 | 200 | 38 | 200 | 17 | 200 | 18 | 200 | 27 | 200 | 28 | 200 |
| TOTAL MAILOUT | 475 | | 475 | | 475 | | 475 | | 475 | | 475 | |
| QUOTA | 380 | | 380 | | 380 | | 380 | | 380 | | 380 | |
| HOURS | 238 | | 238 | | 238 | | 238 | | 238 | | 238 | |
| TELE CB QUESTIONNAIRE | WHITE | | GREEN | | CANARY | | BLUE | | BUFF | | PINK | |
| DATES | 4/4-13 | | 4/7-16 | | 4/10-19 | | 4/12-21 | | 4/15-24 | | 4/17-26 | |

| CB DATES | HOURS | | | | | | |
|---|---|---|---|---|---|---|---|
| 4/4 | 30 | 30 | | | | | |
| 5 SAT | 30 | 30 | | | | | |
| 6 SUN | 25 | 25 | | | | | |
| 7 | 55 | 25 | 30 | | | | |
| 8 | 55 | 25 | 30 | | | | |
| 9 | 45 | 20 | 25 | | | | |
| 10 | 75 | 20 | 25 | 30 | | | |
| 11 | 65 | 10 | 25 | 30 | | | |
| 12 S | 85 | 10 | 20 | 25 | 30 | | |
| 13 S | 80 | 5 | 20 | 25 | 30 | | |
| 14 | 60 | | 10 | 25 | 25 | | |
| 15 | 85 | | 10 | 20 | 25 | 30 | |
| 16 | 80 | | 5 | 20 | 25 | 30 | |
| 17 | 85 | | | 10 | 20 | 25 | 30 |
| 18 | 85 | | | 10 | 20 | 25 | 30 |
| 19 S | 65 | | | 5 | 10 | 25 | 25 |
| 20 S | 55 | | | | 10 | 20 | 25 |
| 21 | 50 | | | | 5 | 20 | 25 |
| 22 | 30 | | | | | 10 | 20 |
| 23 | 30 | | | | | 10 | 20 |
| 24 | 15 | | | | | 5 | 10 |
| 25 | 10 | | | | | | 10 |
| 26 S | 5 | | | | | | 5 |
| 27 S | | | | | | | |

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